

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

February 23, 2022

1. Public Information and Outreach

A) Awareness and Press

- **Press** – EMT was mentioned or featured in relevant press coverage on:
 - a list of the Trust's program incentives in the February/March issue of *Green Energy Times*.
 - a recommendation that readers contact the Trust to learn more about and find a contractor who conducts energy assessments in the *Sun Journal*.
 - ways homeowners can lower their energy costs with Efficiency Maine heat pump and electric vehicle rebates in *Seacoastonline*.
- The Trust issued a press releases touting the publication of [four new videos added to the EV resources webpage](#) on the Trust's website.
- More detailed descriptions and links to these and other articles are included in Appendix A at the end of this report.
- **Events**
 - The Trust received national recognition for its heat pump initiative from the Association of Energy Services Professionals (AESP). On February 8, the Trust accepted the AESP 2022 "Groundbreaking Program Design and Implementation Award for Residential Programs" during the AESP annual conference.
 - Staff presented information on residential rebates offered by the Trust during a February 8 meeting of the Winthrop Rotary.
 - Staff presented on the Trust's incentive programs and beneficial electrification during a February 2 webinar hosted by the Topsham Energy Committee.
 - Staff presented on the Trust's programs, rebates, financing, and measures during a January 27 meeting of the Brunswick Topsham Land Trust and the Cathance River Education Alliance.
 - The Executive Director and EV Program Manager participated in a webinar hosted by the New England-Canada Business Council on January 27 that explored key questions facing EV deployment in 2022 and the future.
- **Website and Outreach** (see Appendix B at the end of this report for more details)
 - January website visits: 56,099
 - 39,428 unique visitors
 - 8,871 visits to website driven through digital ads
 - Facebook
 - 4,426 followers

B) Call Center (January)

- 2,886 inbound phone calls were received, up from 1,730 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%).

- 1,100 inbound emails were received, up from 857 this month last year.
- 5,896 pieces of inbound mail were processed, up from 3,540 this month last year.
- 116 outbound calls were made to schedule residential heat pump and heat pump water heater inspections. This is down from 624 calls in the same month last year. Staffing the surge in inbound calls/emails/letters prevented the team from making more outbound calls.

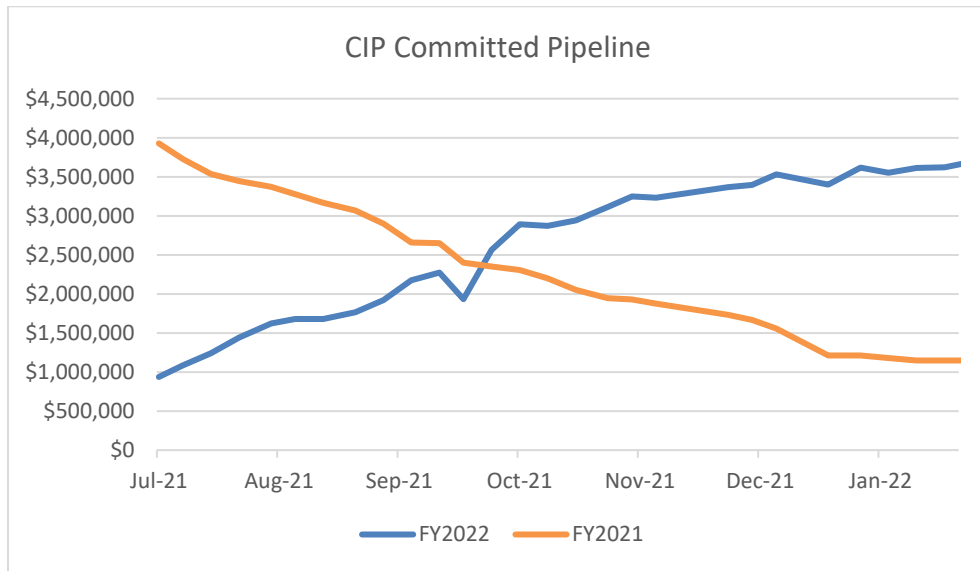
C) Government Relations

- Highlights for the Trust’s activities related to the Maine Public Utilities Commission (PUC) include:
 - Responded to date requests in the Triennial Plan V case
 - NWA: Continued involvement in the Section 31 and 80 cases
 - Monitored grid modernization and rate design dockets

2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

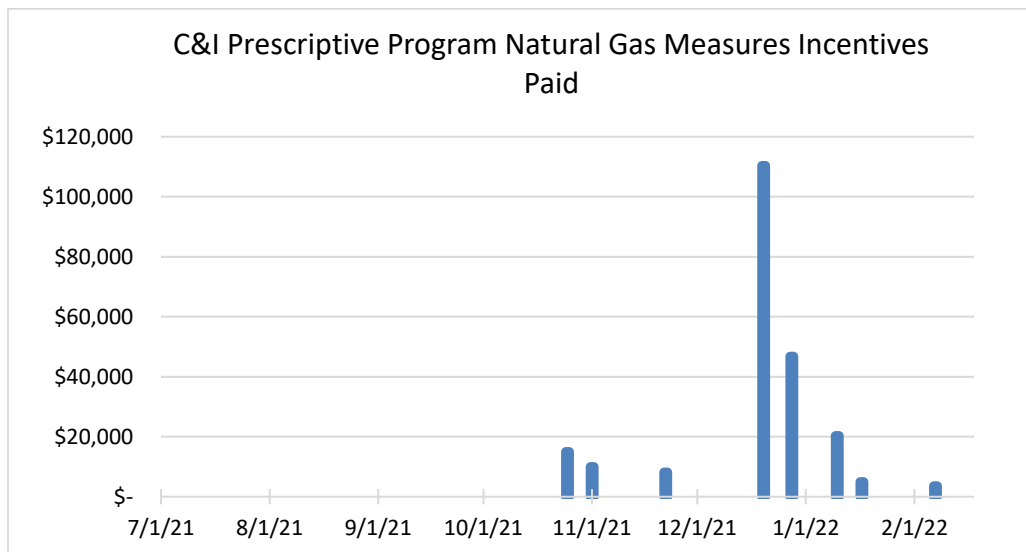
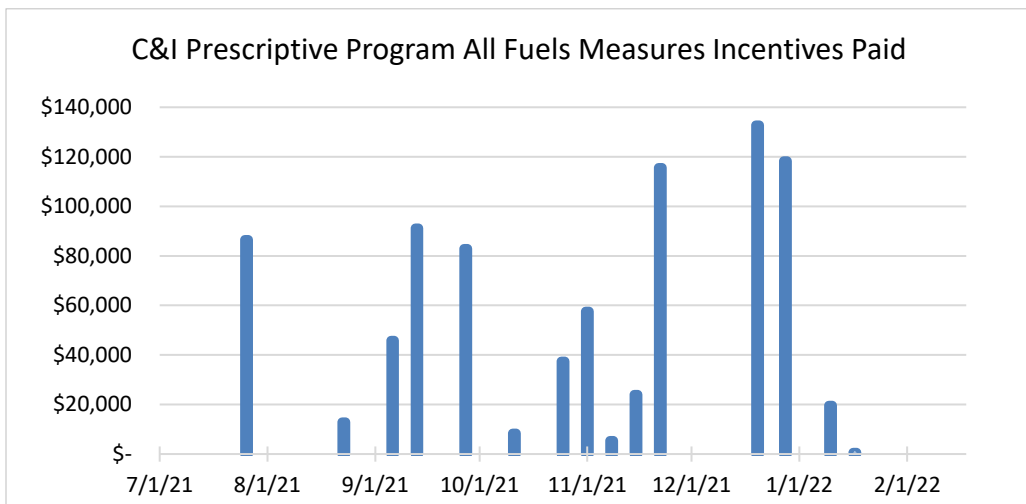
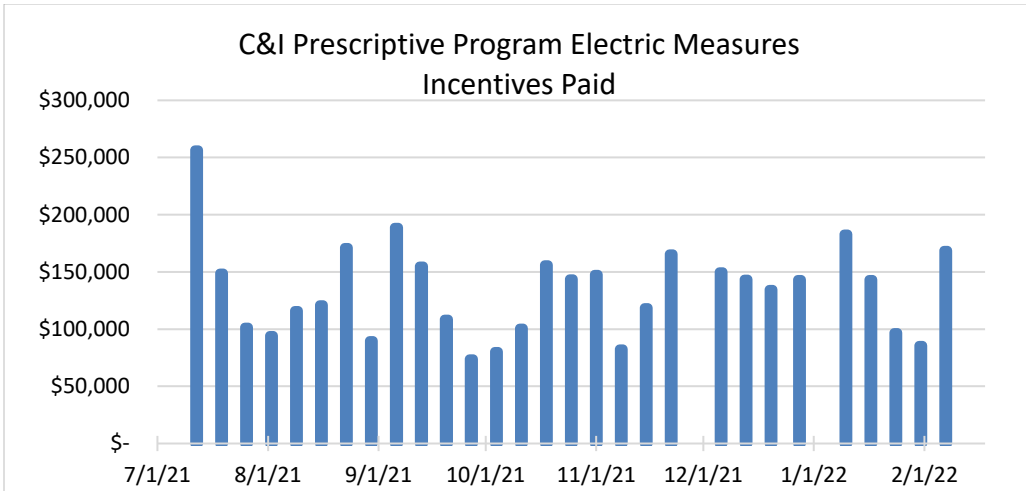
- The pipeline of pending projects includes \$924,000 in projects approved in FY2021 and \$2.8 million in new projects approved in FY2022, which has been consistent over the last month.



- The program team conducted 25 inspections over the last month, with a combination of virtual and onsite inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations, and working with a Qualified Partner (QP) all remain high averaging above 4.9 (out of 5).
- Horticultural lighting was launched as a new prescriptive measure in the second quarter. To date, 18 projects totaling over \$377,500 in incentives have been pre-approved with multiple

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 February 18, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of January 2021).

projects currently under review. Five projects have been completed and paid for \$101,700 and another is complete awaiting an inspection.



Updated Financials	Program Investment
FY2022 Program Budget	\$22,611,609
7/1 to 11/31 Spending	\$5,247,876
Percent of Budget Spent to Date	23%
Percent of Year Passed	59%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$5,247,876
Committed Pipeline	\$4,669,747
Total (Expenditures and Committed Pipeline)	\$9,917,623
Percent of Current Budget	44%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	22,873,076	(2,440)
Thermal Programs	(117,695)	57,011

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

Project Type (through 1/31)	Projects
Prescriptive Lighting Solutions	486
Electric Heating and Cooling Solutions	317
Compressed Air Solutions and Other	35
Natural Gas Heating and Cooling Solutions	11
All Fuels Heating and Cooling Solutions	11

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 3 projects worth \$299,132 in incentive offers.
- The program added 3 new projects to the pipeline. The total pipeline now consists of 5 projects worth \$2,467,044 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 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	\$12,040,162
7/1 to 1/31 Spending	\$1,901,168
Percent of Budget Spent to Date	16%
Percent of Year Passed	59%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$1,707,860
Committed	\$6,233,603
Pipeline	\$2,467,044
Total (Expenditures, Committed and Pipeline)	\$10,601,815
Percent of Current Budget	88%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	4,561,136	(1,227)
Thermal Programs	-	2,475

C) Small Business Initiative (SBI)

- The FY2022 project pipeline has decreased slightly; the FY2021 pipeline is now complete.
- Region 21 (Belfast Area) was launched September 2020 and is closing out now. Final installations are underway.
- Region 22 (Belgrade Lakes Area) closed this month. Final results:

Region 22	Belgrade Lakes Region	
	Region Totals	Average Project
# Projects	53	
Project Cost	\$ 194,412	\$ 3,668
Incentive	\$ 155,531	\$ 2,935
Incentive %	80.0%	
Annual kWh Savings	310,930	5,867
Lifetime MWh Savings	4,042	76
Annual \$ Savings*	\$ 68,405	\$ 1,291
Monthly \$ Savings	\$ 5,700	\$ 108

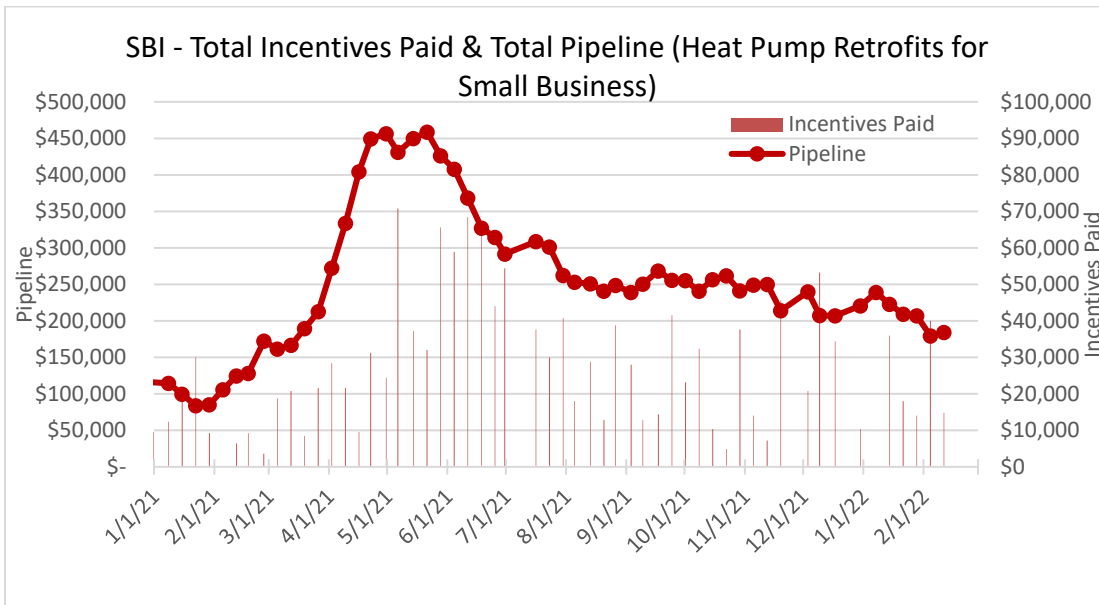
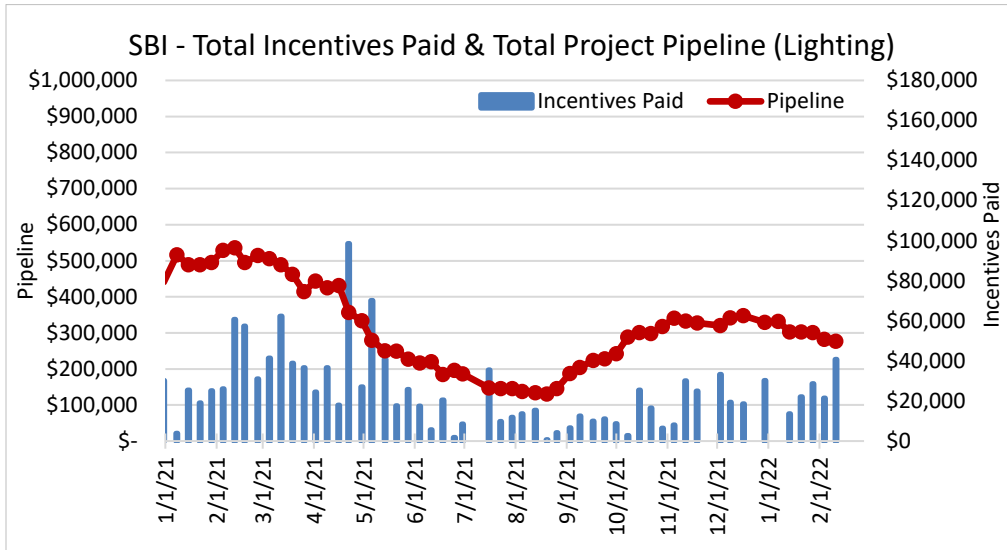
- SBI activity for regions launched in FY2021:

	Region 21 Belfast Area	Region 23 Lewiston/ Auburn
Region Launch Date	Sep-20	Jan-21
# of Participating Lighting Contractors	17	12
Lighting Assessments Requested/Assigned	97	82
Lighting Assessments Completed	88	69
Pre-approved Projects	74	55
Signed SOWs	67	45
Lighting Installations Underway	6	5
Lighting Projects Completed & Paid	60	37

- 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	9	4	4	3	2
Lighting Assessments Requested/Assigned	19	84	5	2	33	0
Lighting Assessments Completed	15	84	5	2	18	0
Pre-approved Projects	14	74	5	2	15	0
Signed SOWs	6	64	5	2	11	0
Lighting Installations Underway	1	17	3	1	4	0
Lighting Projects Completed & Paid	5	40	3	1	5	0

- Region 23 (Lewiston/Auburn) was launched in January 2021. Twelve contractors signed on to participate. In-person targeted outreach is underway. Another mailer was sent to eligible small businesses to encourage participation.
- Region 24 (Biddeford/Saco) was launched in July 2021. Four contractors signed on to participate. In-person targeted outreach continued this month. Outreach efforts are indicating nearly 50% of small businesses in this area have already converted to LEDs. Another mailer was sent to eligible small businesses to encourage participation.
- 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 74 projects have been pre-approved for small businesses in this region to date. Another mailer was sent to eligible small businesses this month to continue encouraging participation.
- 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-person targeted outreach is planned to commence in these regions next month.
- Region 28 (Camden/Wiscasset Area) was launched late-September 2021. Four contractors have signed on to participate to date. The first batch of SBI lighting projects was completed this month, and activity in the region is starting to slowly increase.
- Region 29 (Northern Aroostook County) was launched this month. This is the former SBI Region 1 being opened up again since LEDs were not available when the program ran in this region years ago. The program team held a contractor training webinar on January 28, 2022. Four local contractors have signed on to participate so far. An introductory mailer was sent out to the small businesses who previously participated in SBI and may still have fluorescent fixtures. A call campaign is planned to commence next month.
- Promotional heat pump coupons were sent to small businesses in targeted regions who completed lighting projects through SBI in the past (referred to as SBI “Grads”). A total of 47 projects (with a total of 96 single-zone heat pumps) have been completed/paid to date, using these coupons.



Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 1/31 Spending	\$1,393,138
Percent of Budget Spent to Date	24%
Percent of Year Passed	59%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$1,393,138
Committed Pipeline	\$460,629
Total (Expenditures & Committed Pipeline)	\$1,853,767
Percent of Current Budget	31%

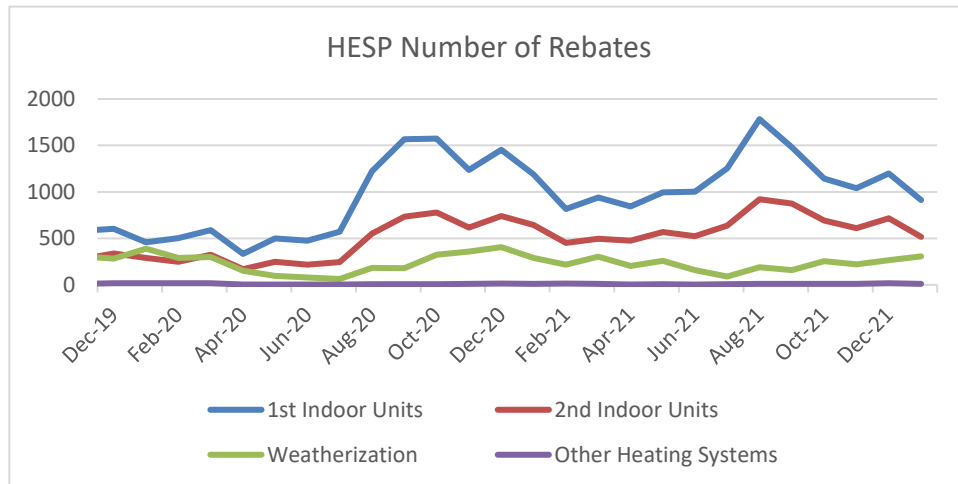
Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	791,328	(682)
Thermal Programs	(892,959)	12,682

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

Project Type (through 1/31)	Projects
Lighting	139
Heat Pump Retrofits	236

D) Home Energy Savings Program (HESP)

- Total quantity of rebates is up 2% fiscal year-to-date compared to FY2021 and is forecasted to end up 2% by year end.
- Weatherization
 - Weatherization rebate volumes have finally recovered from the 2021 impact of COVID and all indicators are strongly favorable for a strong second half. Rebate improvements in September and January and our largest ever marketing campaign are showing promising signs of a rebound. Weatherization rebates are down 18% at this point YTD compared to last year, but with the recent improvements are forecast to end 7% above last year.
 - Web views are up 76% vs. last year. Search ads have generated 74,817 impressions with a 9.3% click through rate (vs. industry average of 2%). Website hits have gone up 77%. Calls to the Call Center are up 67% in January, and contractor backlogs have risen to about 60 days during a typically slow time of year. Contractors are reporting giving their employees raises and hiring to add capacity.
- Heat Pumps
 - A statewide heat pump marketing campaign (digital ads, print ads, print ads, radio ads, direct mail, and email) was restarted in December, given recently approved additional funding. The results are promising. Some vendors are reporting 3-month backlogs.
 - Heat pump rebates are up 4% year to date (YTD) and forecast to end 2% above last year.
 - Technical field representatives used virtual tools to inspect 11% of rebated heat pumps compared to a goal of 10% to 15%. Eighty-seven percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0 to 10.
 - Recordings of inbound customer calls and videos of home inspections continue to be monitored to improve customer service.



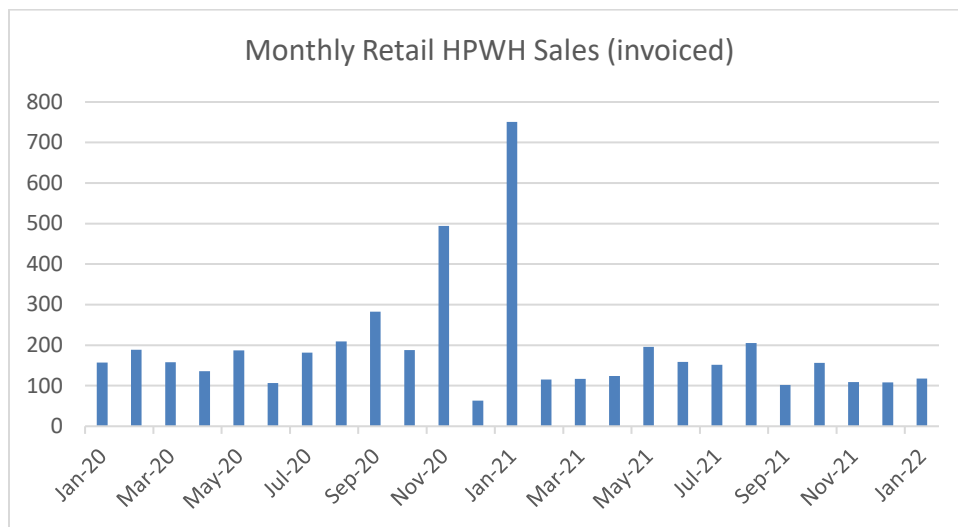
Updated Financials	Program Investment
FY2022 Program Budget	\$25,601,547
7/1 to 1/31 Spending	\$11,018,192
Percent of Budget Spent to Date	43%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(14,222,345)	209,754
Thermal Programs	358,897	16,768

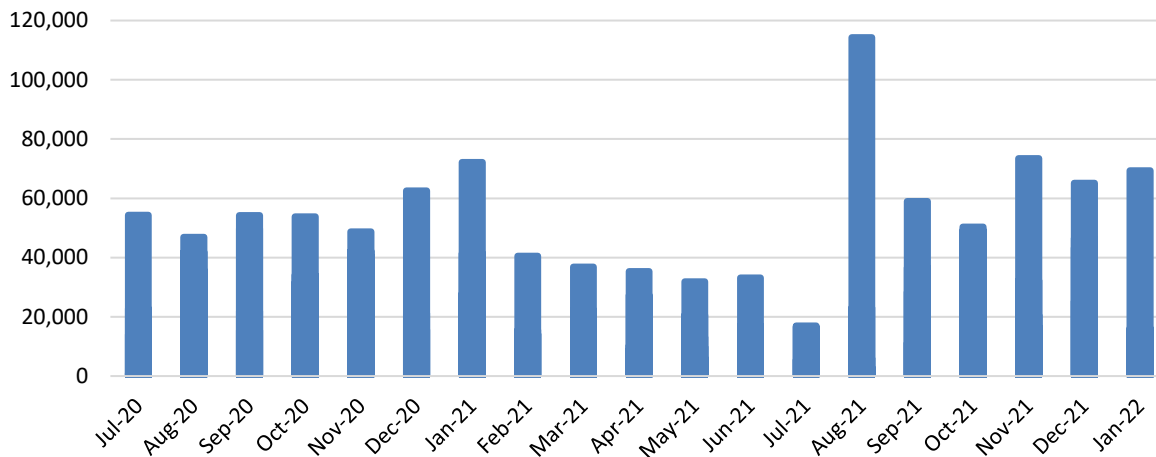
Project Type (through 1/31)	Participating Households
Electric Measures	9,563
All Fuels Measures	896

E) Retail Initiatives Program

- 118 heat pump water heaters (HPWHs) were rebated through the retail program in the month of December. The forecast is for 1,195 mail-in units and 500 instant discounted units for the full fiscal year.
- On January 1, 2022, the program launched an \$850 heat pump water heater instant discount at Home Depot as an alternative to the \$850 mail-in rebate. This helps people who do not want to wait for a \$850 mail-in rebate check. Eighty-two customers downloaded instant discount barcodes for the instant discount in January.
- The program team is discussing with Lowe’s and Home Depot reducing heat pump water heaters prices enough to match electric water heaters.
- The program forecasts rebating 1.9 million LED bulbs in FY2022, a multi-year record.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.



Monthly Bulb Sales – Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2022 Program Budget	\$8,082,980
7/1 to 1/31 Spending	\$4,108,561
Percent of Budget Spent to Date	51%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	30,628,629	(30,405)
Thermal Programs	-	-

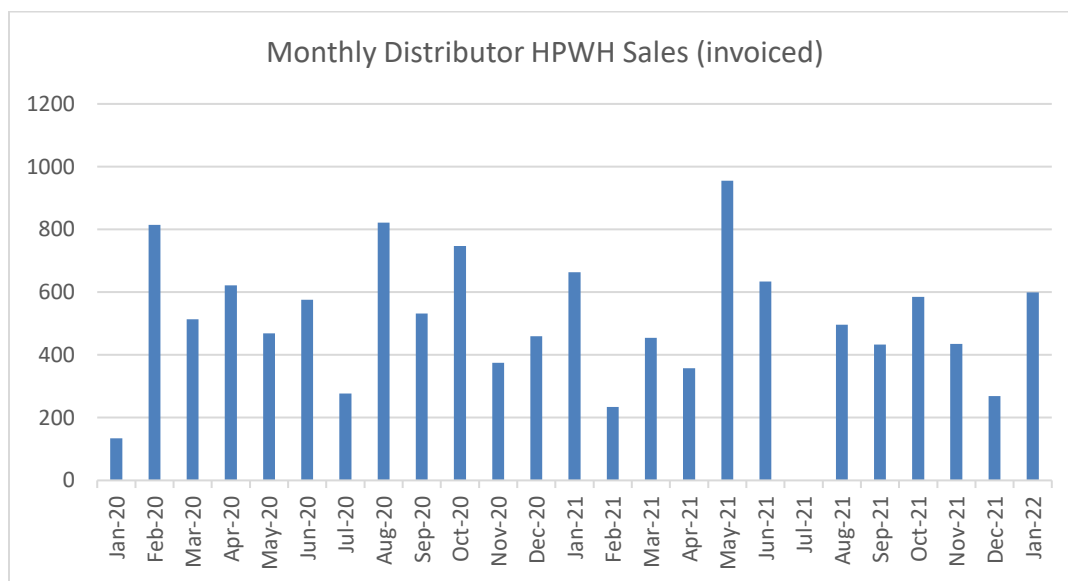
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 1/31)	Projects
Light Bulbs	926,097
Appliance Rebates	4,025

F) Distributor Initiatives

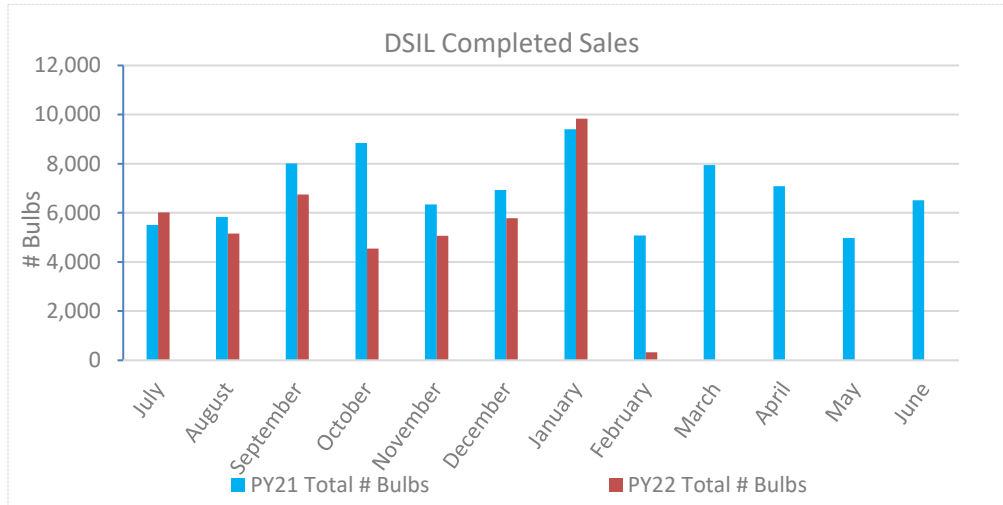
HVAC and Plumbing

- Granite Group is now offering heat pump water heaters (HPWHs) direct to homeowners for \$479 after instant discount. This is a major breakthrough and retailers are taking notice because they are trying to sell the units for \$849 after rebate.
- All Maine distributors of heat pump water heaters 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 objections (e.g., to new technology, lack of service experience, extra product weight and size) and distributors are outselling retailers 3.3 to 1. Seventy-two percent of electric water heater sales are heat pump water heaters (the US average is 2%).
- Circulator pumps with electronically commutated motor (ECM) technology were 49% of the top selling circulator pumps through December. This is 7% more than last year.
- The program launched \$200 natural gas thermostats rebates 11/1/21 and as of the end of December, 49% had been reserved. All of Maine Natural Gas funds have been invested and the program team forecasts investing 74% of this program's budgets across all four gas utilities.



Lighting

- The total volume of lighting sales and discounts paid through the “distributor channel” to date represent:
 - 9% are screw-bulb (6% of discounts paid)
 - 92% are mogul and T8, T5, and T5HO linear replacement lamps (94% of discounts paid).
 - The lamp types with the highest volume of sales continue to be 4' LED linear replacement lamps (80%) followed by T8 U-Bend and PAR38 lamps.
 - The number of sales and pre-authorization of larger projects has already seen a positive impact. The distributor pipeline of pre-authorized projects is \$260,000 and discounts paid to date exceed \$100,000.



Updated Financials	Program Investment
FY2022 Program Budget	\$11,533,485
7/1 to 1/31 Spending	\$3,415,476
Percent of Budget Spent to Date	30%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	6,397,019	12,073
Thermal Programs	-	1,696

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

Rebate Type (through 1/31)	Units	Projects
Distributor Lighting	42,129	-
Distributor HVAC (Electric)	-	3,223
Distributor HVAC (NG)	-	174
Distributor Hot Water (Electric)	-	2,632

G) Low Income Initiatives

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

- So far in FY2022, the program has sent 2,108 Do-It-Yourself (DIY) kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners. The program forecasts delivering 8,000 more kits to low-income households by June 30.

Low Income Heat Pump Water Heater Initiative

- So far in FY2022, 392 households have had a new heat pump water heater installed at no cost to them.
- The program has a robust pipeline of over 600 households awaiting their installs. All distributors are committed to keep pricing stable despite market increases.

Arrearage Management Program (AMP)

- So far in FY2022, the program has seen 250 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 sends each new enrollee an education booklet compiled by the Trust that outlines energy saving tips.

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

- So far in FY2022, 182 households have completed weatherization projects, with an additional 95 projects in reservation. Marketing outreach to US Department of Agriculture (USDA)-identified “vulnerable areas” in Maine will launch next month.
- So far in FY2022, 771 households installed heat pumps, with an additional 45 projects in reservation. Heat pump installs are on target to invest all allocated funds by June 30. The program has seen a lull in weekly installations in January, which is typical seasonality.

Affordable Housing Initiative (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. Four reimbursements have been paid to date (no change from last month). The program team has begun an outbound call campaign to increase uptake by low-income households.

Updated Financials	Program Investment
FY2022 Program Budget	\$16,106,053
7/1 to 1/31 Spending	\$3,910,681
Percent of Budget Spent to Date	24%
Percent of Year Passed	59%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$3910681
Committed Pipeline	\$1,847,000
Total (Expenditures & Committed Pipeline)	\$5,757,681
Percent of Current Budget	36%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,415,311	2,778
Thermal Programs	(1,882,815)	25,122

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

Installations (through 1/31)	Units
Direct Installs	429

Installations (through 1/31)	Units
Market-based Installs	135

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

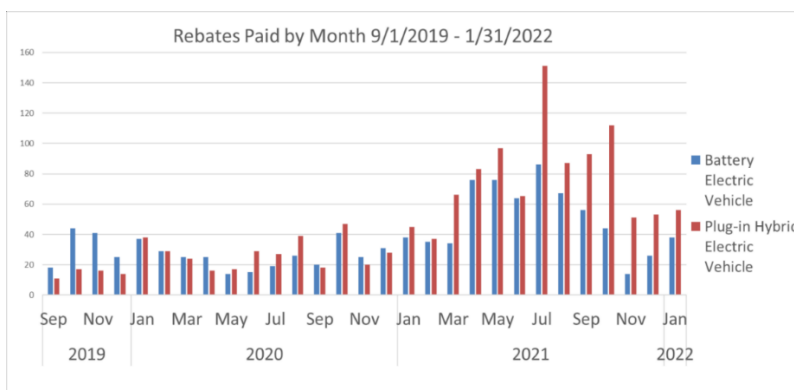
- The program team has been working with Maine DOT to:
 - develop an updated, statewide implementation plan for expanding Maine’s public network of EV chargers
 - submit a program design that satisfies the requirements of the federal ARPA funds and the Maine Jobs and Recovery Plan.

EV Accelerator Rebate Program

- The program introduced new incentives for business fleets in an effort to encourage Maine businesses to switch to electric vehicles. As of January 1, businesses with 5 or more vehicles registered in Maine can receive up to \$4,500 for a battery electric vehicle (BEV) and \$3,500 for a plug-in hybrid electric vehicle (PHEV). The program also introduced rebates on commercial vans (currently only the Ford E-Transit is available and qualifies). Maine businesses can receive \$8,000 for a cargo van and \$5,000 for a chassis cab or cutaway version of the vehicle. This promotion is available for the first 50 cars and the first 50 vans on a first-come, first-served basis.
- The program issued 94 EV rebates in the month of January. Supply chain disruptions continue to constrain vehicle supply. Industry analysts predict that vehicle production and sales will begin to recover in early 2022, though some supply chain disruption is expected to continue throughout the next year.
- The top models remained the Toyota RAV4 Prime, Toyota Prius Prime, and Nissan LEAF.
- The program added the Kia EV6 to the list of vehicles eligible for EV rebates, bringing the number of eligible vehicles to 26.

EV Public Information and Outreach

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



Total Rebates By Technology Type (9/1/2019 – 1/31/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,089 (44%)	\$3,206,500 (70%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,386 (56%)	\$1,403,500 (30%)
Total	2,475	\$4,610,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2022 Program Budget	\$3,613,147	\$6,103,495
7/1 to 1/31 Spending	\$200,191	\$1,605,462
Percent of Budget Spent to Date	6%	26%
Percent of Year Passed		59%

J) Strategic Initiatives

- **Innovation**

- Level 2 (L2) Smart Charging Program: The pilot has concluded its test year and the Trust is working with its implementation team to conduct analysis on the chargers' performance.
- Split System Heat Pump Water Heater: Three sites have equipment awaiting installation with a fourth site being fully commissioned.
- Phase Change Material: The Trust and its vendor continue to collect data on all sites and successfully completed a demand response (DR) event with Ducktrap River of Maine on January 26.
- Onboard EV Charging: The Trust and its vendor are working to finalize the pilot agreement.
- Integrated Controls: Controls and metering equipment have been installed for all 31 participants. The droop between the heat pump and central system has been implemented in all homes and metering of these participants is underway.
- Whole Home Heat Pump Solutions Pilot: All 19 homes in the pilot have had their heat pumps installed. Feedback has been that the heat pumps performed very well during the cold weather. Metering data is being collected for a preliminary analysis next month.

- **Evaluation, Measurement, and Verification**

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

3. Administration and Finance Highlights

A) Administration

- The Trust filed the bi-annual Budget Transparency report at the committee of jurisdiction in the Maine Legislature.
- The Trust filed the annual Quasi-State Agency report with the Senate President and Speaker of the House of the Maine Legislature.
- The Trust completed its annual certification as a HUD FHA Lender.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of January 2022 was \$61.7 million out of a total expected annual revenue of \$84.9 million.

Approximately \$569,000 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$1.71 million. The total budgeted revenue for FY2022 is \$106.1 million.

Expenditures

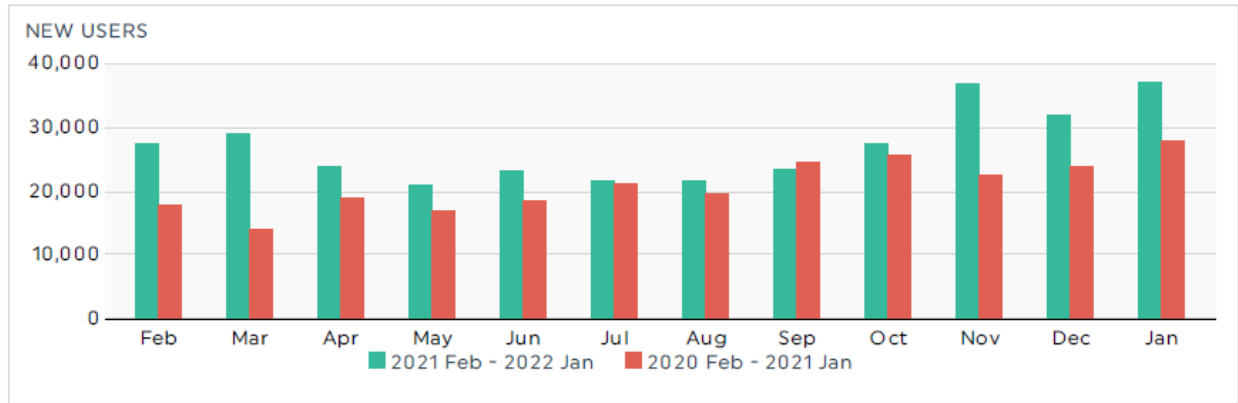
- Total expenditures through the end of January 2022 were \$37.91 million of which approximately:
 - i. \$3.60 million was spent on Administration (excluding interfund transfers)
 - ii. \$222,151 was spent on Public Information
 - iii. \$605,018 was spent on Evaluation work
 - iv. \$423,000 was spent on Innovation Pilots
 - v. \$3.91 million was spent on Low Income Initiatives
 - vi. \$4.11 million was spent on the Retail Initiatives Program
 - vii. \$3.42 million was spent on the Distributor Initiatives Program
 - viii. \$11.02 million was spent through HESP
 - ix. \$5.25 million was spent through the C&I Prescriptive Program
 - x. \$1.90 million was spent on the C&I Custom Program
 - xi. \$1.39 million was spent on the Small Business Initiative
 - xii. \$0 was spent in Inter-Agency Transfers
 - xiii. Another \$61.4 million is encumbered across all budget categories but is not yet spent.

Appendix A
Full List of Press Coverage (plus links)

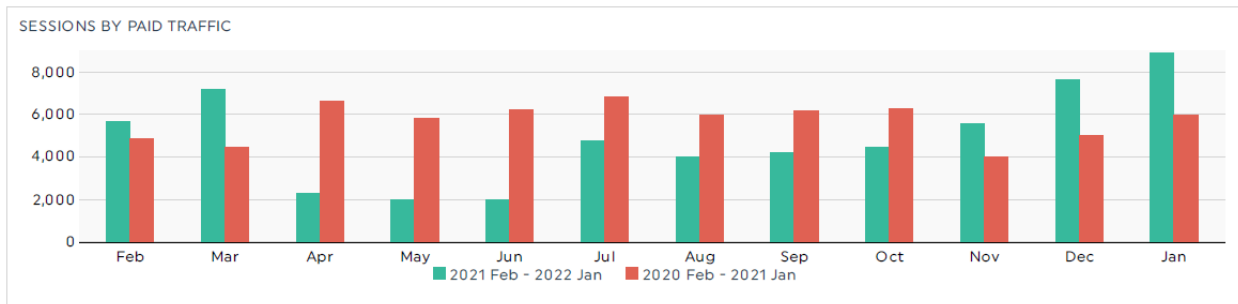
- **Press**
- The *Portland Press Herald* covered on February 15 the introduction of a bill by Senator Eloise Vitelli that proposes steps to help mitigate rising energy costs, including assigning Efficiency Maine to provide education and outreach on utility relief programs (<https://news.yahoo.com/energy-costs-rise-maine-lawmakers-004600381.html>).
- The *Maine Wire* reported on February 15 on Governor Mills's \$850 million proposed supplemental budget allocations, which includes \$7 million to Efficiency Maine to fund electric vehicle incentive programs (<https://www.themainewire.com/2022/02/governor-mills-unveils-850-million-supplemental-budget-growing-state-spending-to-record-levels/>).
- *Green Energy Times* feature a list of the Trust's program incentives in its Feb./March issue (https://www.greenenergytimes.org/wp-content/uploads/2022/02/GET_February-2022_v5.pdf).
- The Trust's role in the Regional Greenhouse Gas Initiative is referenced in a February 7 *Bangor Daily News* opinion piece that supports imposing a steadily rising price on carbon pollution (<https://bangordailynews.com/2022/02/07/opinion/opinion-contributor/lessons-from-canadas-carbon-pricing-system/>).
- The *Sun Journal* column "Sun Spots" encouraged readers to contact Efficiency Maine to learn more about and find a contractor who conducts energy assessments (<https://www.sunjournal.com/2022/02/07/several-options-are-available-for-home-energy-assessments/>).
- A February 2 opinion piece in the *Portland Press Herald* by Senator Eloise Vitelli described legislation she has introduced that would name the Trust as the administrator for a relief program to help low-income families pay for their energy bills (<https://www.pressherald.com/2022/02/02/guest-column-mainers-deserve-energy-relief-now/>).
- *Seacoastonline* points readers to Efficiency Maine heat pump and electric vehicle rebates in a February 1 opinion piece written by a member of the York Ready for Climate Action that suggests ways homeowners can lower their energy costs (<https://www.seacoastonline.com/story/opinion/columns/2022/02/01/getting-ready-federal-energy-tax-credits-you-dont-want-miss/9289679002/>).
- Efficiency Maine rebates are featured in a January 31 *centralmaine.com* article featuring Thomas College professor and WERU Community radio host Steve Kahl providing advice on how to make a house more energy efficient and avoid volatile energy prices (<https://www.centralmaine.com/2022/01/31/want-to-save-on-energy-costs-a-waterville-man-charts-a-path-for-others-to-follow/>).
- *Mount Desert Islander* mentions Efficiency Maine air sealing and insulation rebates in a January 28 round-up article that publicized a virtual information session on weatherization (<https://www.mdislander.com/maine-news/island-briefs-lunt-scaling-back-free-tax-filing-help-actt-info-session>).
- *VT Digger* publicized on January 25 a New England-Canada Business Council webinar in which the Executive Director participated that explored key questions facing EV deployment in 2022 and the future (https://vtdigger.org/press_release/electric-vehicles-whats-coming-in-2022-in-vermont-quebec-new-england-and-atlantic-canada/).
- *Portland Press Herald* ran a January 24 opinion piece on the benefits of EVs. It cited the Trust's website and resources and called for support for a tax on carbon (<https://www.pressherald.com/2022/01/24/letter-to-the-editor-rebates-and-gas-prices-make-evs-a-good-deal/>).

Appendix B Additional Website Metrics

Below is a chart representing new users to Efficiencymaine.com year to date 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. 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
/	9,102
/at-home/heating-cost-comparison/	3,814
/category/news/	3,400
/heat-pump-user-tips/	2,622
/about-heat-pumps/	2,348
/weatherization-rebates/	2,246
/at-home/heat-pump-water-heater-program/	2,197
/ev/	1,934
/heat-pumps/	1,786
/at-home/ductless-heat-pumps/	1,596

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	5,990
/at-home/heating-cost-comparison/	2,768
/heat-pump-user-tips/	2,265
/heat-pumps/	1,461
/at-home/ductless-heat-pumps/	1,144
/at-home/	777
/electric-vehicle-rebates/	614
/at-home/water-heating-cost-comparison/	545
/at-home/insulation/	412
/at-home/energy-audit/	407