

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

January 26, 2022

1. Public Information and Outreach

A) Awareness and Press

- **Press** – In the period covered by this report, Efficiency Maine was mentioned or featured in relevant press coverage on:
 - The impact of and alternatives to fossil fuels for heating Maine homes this winter on *WABI-5*. Other related articles include:
 - An article and segment on *News Center Maine* that provides a link to and quotes from Efficiency Maine's heat pump rebate webpages as an example of how to save energy during bitter cold winter days.
 - Two opinion columns that cite the Efficiency Maine as a resource for York residents interested in helping to contribute to the state's climate goals and in helping to prevent the effects of climate change in *Seacoastonline*.
 - Coverage of a webinar sponsored by a community action group (A Climate to Thrive) that shares home energy tips and mentions Efficiency Maine's weatherization and heat pump rebates in *Spectrum News* and *Bangor Daily News*.
 - An opinion piece from the Conservation Law Foundation that rebuts the position of an alliance of oil and gas companies that calls for a moratorium on heat pump rebates in *Bangor Daily News*. A *Portland Press Herald* article accuses the same alliance of practicing "concern trolling," which it defines as "self-serving gamesmanship dressed up as empathy."
 - Steps to mitigate climate change in a series by *Maine Public*, including stories and radio segments on:
 - green building practices in Maine,
 - the impact of climate change on the skiing industry,
 - Electric vehicle (EV) adoption, and
 - techniques Mainers can use to insulate their homes.
 - The Efficiency Maine's EV initiatives and role in expanding the state's EV charging infrastructure, including:
 - An article that outlines what buyers should consider when purchasing an EV in the *Bangor Daily News*.
 - A column by auto dealer Adam Lee about the advantages of owning an EV that mentions EMT's EV rebates in *The Maine Monitor*.
 - The Efficiency Maine's funding opportunity that will help Maine nursing homes upgrade to more energy-efficient heating and cooling systems in *Energy News Network*.
 - The Efficiency Maine's support for enhancements to Sugarloaf's snowmaking system in *Boston.com*.
 - The Efficiency Maine's role in the Clean Transportation Roadmap in *Maine Wire*.

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

- **Events**
 - Staff instructed members of the Locations Real Estate Group on January 6 on how to direct prospective homeowners to Efficiency Maine’s resources and offerings.
 - Efficiency Maine hosted in December the final workshops in its series on building energy codes. The webinars attracted 1,148 attendees interested in learning about ASHRAE 62.1, a statutory requirement for building code compliance for indoor air quality; ComCheck and REScheck, free software products that helps architects, engineers, builders, designers, and contractors determine whether a project meets IECC requirements; and Commercial and Residential Thermal Envelope requirements for new construction.
 - Staff presented an overview of Efficiency Maine programs on December 15 at a meeting of the Maine Energy Marketers Association.
- **Website and Outreach** (see Appendix B at the end of this report for more details)
 - December website visits: 47,697
 - 34,290 unique visitors
 - 7,644 visits to website driven through digital ads in December
 - Facebook
 - 4,412 followers

B) Call Center (December)

- 2,830 inbound phone calls were received, up from 1,751 this month last year. Inquiries about insulation, heat pumps, low-income water heaters are the primary call drivers.
- 97% of calls were answered within 20 seconds (vs. a goal of 90%).
- 900 inbound emails were received, up from 811 this month last year.
- 1,041 pieces of inbound mail were processed, up from 478 this month last year.
- 129 outbound calls were made to schedule residential heat pump and heat pump water heater inspections. Most are virtual inspections. This is down from 757 calls in the same month last year.

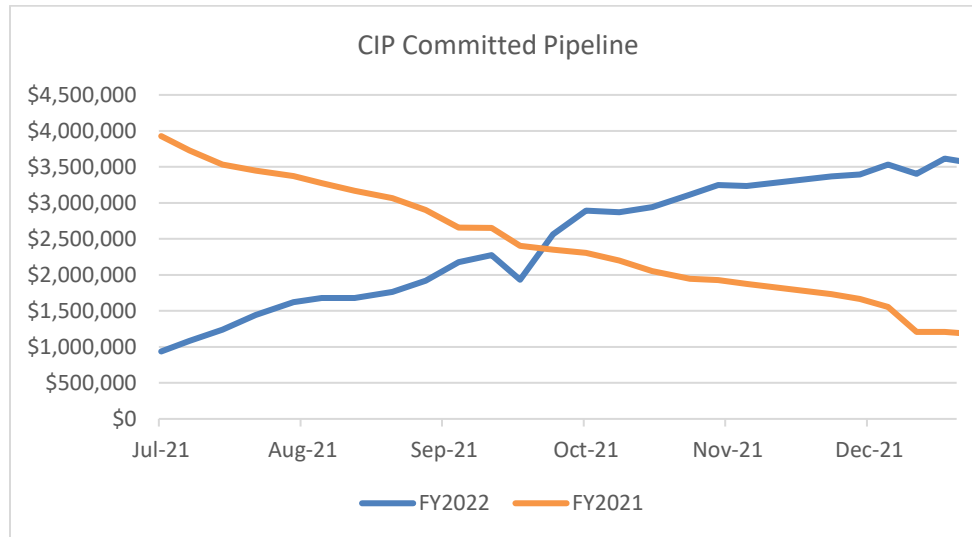
C) Government Relations

- Highlight for the Trusts activities related to the PUC include:
 - Participated in the Triennial Plan V workshop,
 - Filed comments in the grid modernization and EV rate design investigation, and
 - Contributed to data responses in the Section 80 and Section 31 dockets.
- At the Maine Legislature:
 - Delivered a full review of the Trust’s Annual Report for FY 2021, and
 - Participated in the presentation of the Clean Transportation Roadmap.

2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

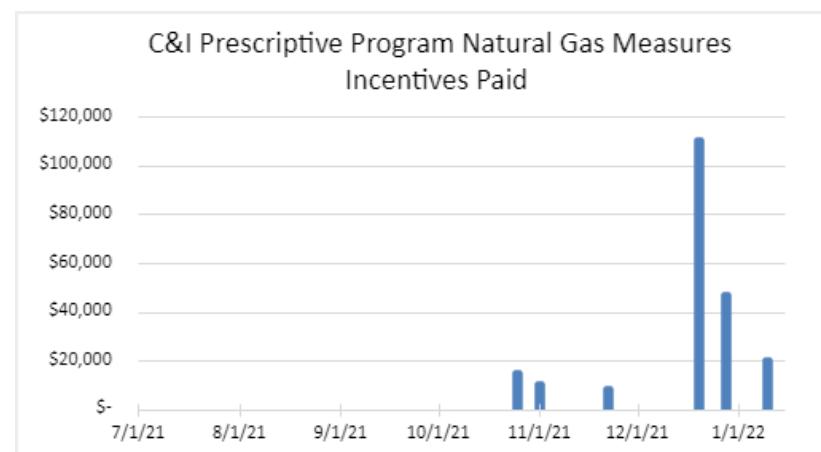
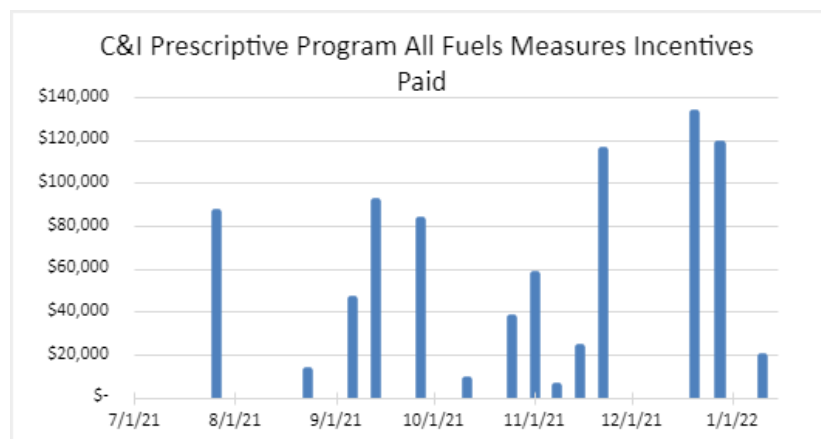
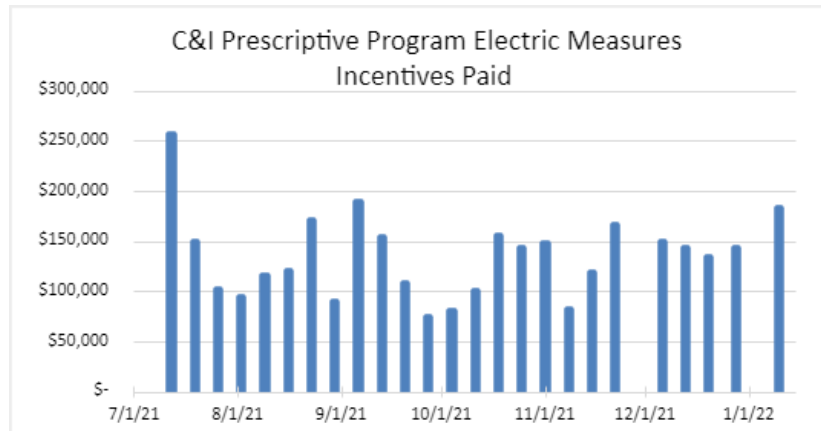
- The pipeline of pending projects includes \$950,000 in projects approved in FY2021 and \$2.8 million in new projects approved in FY2022.



- The program team conducted a total of 44 inspections over the last month, with a combination of virtual inspections and on sites inspections, pre and post-installation. When asked a series of satisfaction questions conducted as part of the inspection process (relating to installation, equipment expectations and working with a Qualified Partner), customers for all but two projects gave the highest rating of 5 out of 5 (overall average was 4.9).
- Horticultural lighting was launched as a new prescriptive measure in the second quarter. To date, 13 projects totaling over \$340,000 in incentives have been pre-approved with multiple projects currently under review. Four projects have been completed and paid for (\$100,000 in incentives) and another is complete awaiting an inspection.
- Prior to the beginning of the third quarter, the program announced several program design modifications:
 - VRF retrofit projects will require controls to be installed that integrate the new VRF system with the existing heating and cooling equipment if the existing equipment is to remain in operation.
 - Prescriptive agricultural lighting incentives will be calculated at \$0.30/kWh, with incentives not to exceed 80% of the measure cost and not for projects with a payback less than one year after factoring in the Efficiency Maine incentive.
 - Tiered growing systems will be eligible for *prescriptive* horticultural lighting incentives for vegetative stages only. Flowering stage rooms with tiered grow systems may be eligible for *custom* incentives.
 - A new measure will be available for standalone cannabis dehumidification with an incentive based on pints per day (PPD).

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 January 20, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of December 2021).

- In the natural gas-funded initiatives, the Program has fully committed budgeted funds for the Bangor Natural Gas territory for FY2022. No new applications for C&I prescriptive projects will be accepted from customers where Bangor Natural Gas is the service provider. Maine Natural Gas, Summit Natural Gas, and Unitil are not affected.



Updated Financials	Program Investment
FY2022 Program Budget	\$22,611,609
7/1 to 12/31 Spending	\$4,670,258
Percent of Budget Spent to Date	21%
Percent of Year Passed	50%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$4,670,258
Committed Pipeline	\$4,728,904
Total (Expenditures and Committed Pipeline)	\$9,399,162
Percent of Current Budget	42%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	9,066,087	(2,095)
Thermal Programs	(113,437)	41,756

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

Project Type (through 12/31)	Projects
Prescriptive Lighting Solutions	402
Electric Heating and Cooling Solutions	281
Compressed Air Solutions and Other	32
Natural Gas Heating and Cooling Solutions	8
All Fuels Heating and Cooling Solutions	8

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 2 projects worth \$44,227 in incentive offers.
- The program added 5 new projects to the pipeline. The total pipeline now consists of 12 projects worth \$1,642,711 in incentive offers, after adjusting for probability of completion.
- Program staff received 4 new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed 2 project proposals that did not meet the program requirements and will not proceed further in the process.
- The program is allocating \$150,000 to support technical assistance for school decarbonization studies, per Title 35-A §10123 – School Decarbonization Program.

Updated Financials	Program Investment
FY2022 Program Budget	\$12,040,162
7/1 to 12/31 Spending	\$1,707,860
Percent of Budget Spent to Date	14%
Percent of Year Passed	50%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$1,707,860
Committed	\$6,033,174
Pipeline	\$1,642,711
Total (Expenditures, Committed and Pipeline)	\$9,383,745
Percent of Current Budget	78%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	4,262,281	(1,005)
Thermal Programs	-	2,475

C) Small Business Initiative (SBI)

- FY 2022 project pipeline has continued to grow modestly while the project pipeline from FY 2021 have continued decreasing as the projects started last year are being completed. The program team learned that the labor rate originally negotiated under SBI was not competitive with the going rates and was discouraging contractors from participating in SBI; the team has found a solution that is being implemented.
- Region 20 (Bucksport Area) closed this month. Final results:

Region 20	Bucksport	
# Projects	49	
	Region Totals	Average Project
Project Cost	\$ 169,596	\$ 3,461
Incentive	\$ 135,680	\$ 2,769
Incentive %	80.0%	
Annual kWh Savings	346,338	7,068
Lifetime MWh Savings	4,502	92
Annual \$ Savings	\$ 51,951	\$ 1,060
Monthly \$ Savings	\$ 4,329	\$ 88

- SBI activity for regions launched in FY2021:

Running Totals	Region 21 Belfast Area	Region 22 Belgrade Lakes Area	Region 23 Lewiston/ Auburn
Region Launch Date	Sep-20	Sep-20	Jan-21
# of Participating Lighting Contractors	17	13	9
Lighting Assessments Requested/Assigned	97	86	79
Lighting Assessments Completed	88	79	60

Pre-approved Projects	74	66	49
Signed SOWs	66	55	40
Lighting Installations Underway	7	2	3
Lighting Projects Completed & Paid	58	51	32

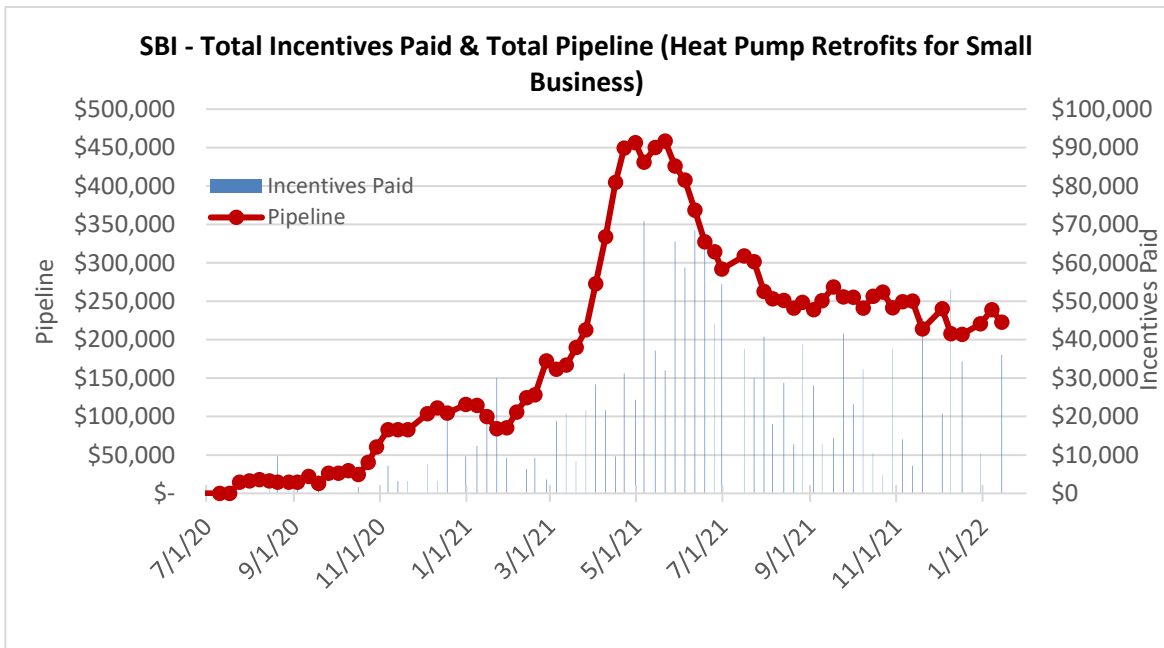
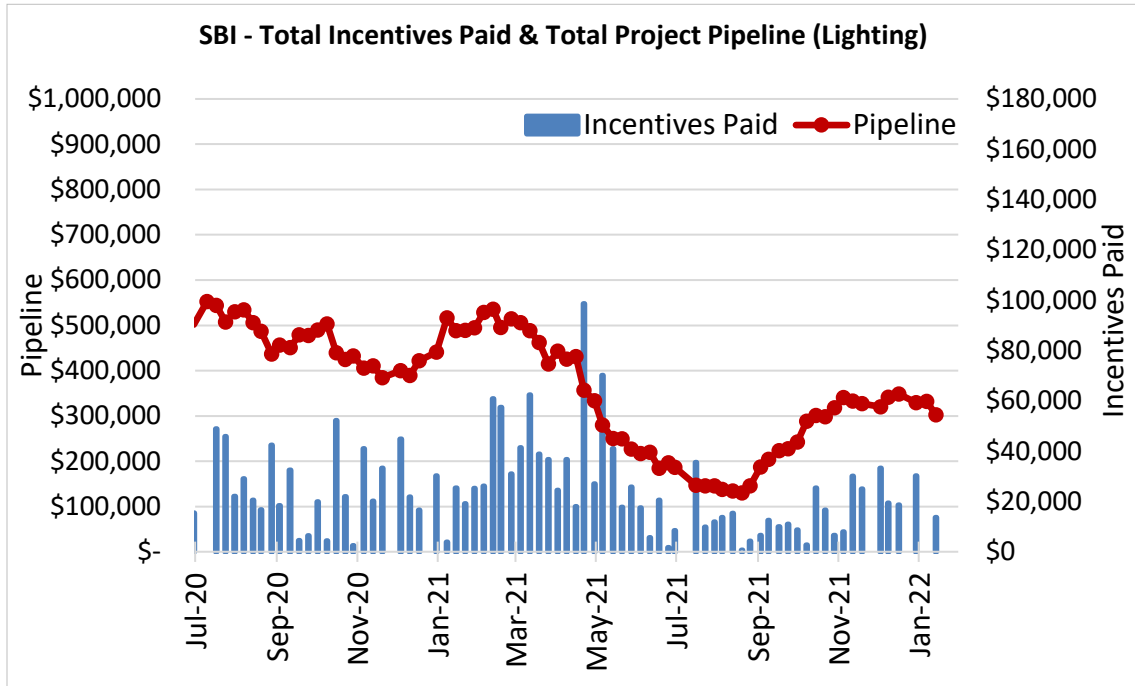
- SBI activity for regions launched in FY2022:

Running Totals	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9	Region 26 Brunswick/ Topsham	Region 27 Bath Area	Region 28 Camden/ Wiscasset
Region Launch Date	Jul-21	Aug-21	Sep-21	Sep-21	Sep-21
# of Participating Lighting Contractors	4	8	4	4	2
Lighting Assessments Requested/Assigned	18	71	5	2	24
Lighting Assessments Completed	15	71	5	2	13
Pre-approved Projects	13	62	5	2	10
Signed SOWs	5	57	5	2	9
Lighting Installations Underway	0	20	1	0	1
Lighting Projects Completed & Paid	5	19	1	1	0

- Region 21 (Belfast Area) and Region 22 (Belgrade Lakes Area) were launched late August/September 2020 and are closing out now. Small businesses in these regions had through September 30, 2021, to request a lighting assessment. Final projects are underway.
- Region 23 (Lewiston/Auburn) was launched in January 2021. Twelve contractors are participating. Additional small business targets have been identified, and in-person outreach is planned to continue next month.
- Region 24 (Biddeford/Saco) was launched in July 2021. Four contractors are participating. Additional small business targets have been identified, and in-person targeted outreach is planned to continue next month.
- Region 25 (Winter Harbor to Machias and the Route 9 Corridor) was launched in August 2021. Ten contractors are participating. These contractors, with support from the participating distributor Gilman Electric, continue to bring their own customers into the initiative. A total of 62 projects have been pre-approved for small businesses in this region to date.
- Region 26 (Brunswick/Topsham Area) and Region 27 (Bath Area) were launched mid-September 2021. Five contractors are participating in these regions. Activity to date has been very slow. The program team sent mailers to eligible businesses in these regions this month, and in-person targeted outreach is planned in these regions next month.
- Region 28 (Camden/Wiscasset Area) launched late-September 2021. Four contractors are participating. Activity in the region is starting to slowly increase.
- The program plans to launch Region 29 (Former Region 1 – Northern Aroostook County) next month. LEDs were not available when the program ran in this region many years ago and as a result, there is predicted to be some cost-effective opportunity here for upgrades to LEDs.
- 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”). To date,

coupons for an additional \$400 off an eligible heat pump system (up to 3 systems max, an additional \$1,200 total) have been sent to SBI Grads in the regions listed below. A total of 44 projects (with a total of 89 single-zone heat pumps) have been completed/paid to date, utilizing these coupons.

- The pipeline of projects approved in FY2021 is down to 2 remaining projects (\$7,366 in incentives). The pipeline of new lighting projects in FY2022 has been decreasing this month. The pipeline of heat pump retrofits has shown an overall increase over the past month.



Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 12/31 Spending	\$1,215,997
Percent of Budget Spent to Date	21%
Percent of Year Passed	50%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$1,215,997
Committed Pipeline	\$525,179
Total (Expenditures & Committed Pipeline)	\$1,741,176
Percent of Current Budget	29%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	645,661	(543)
Thermal Programs	(770,358)	10,872

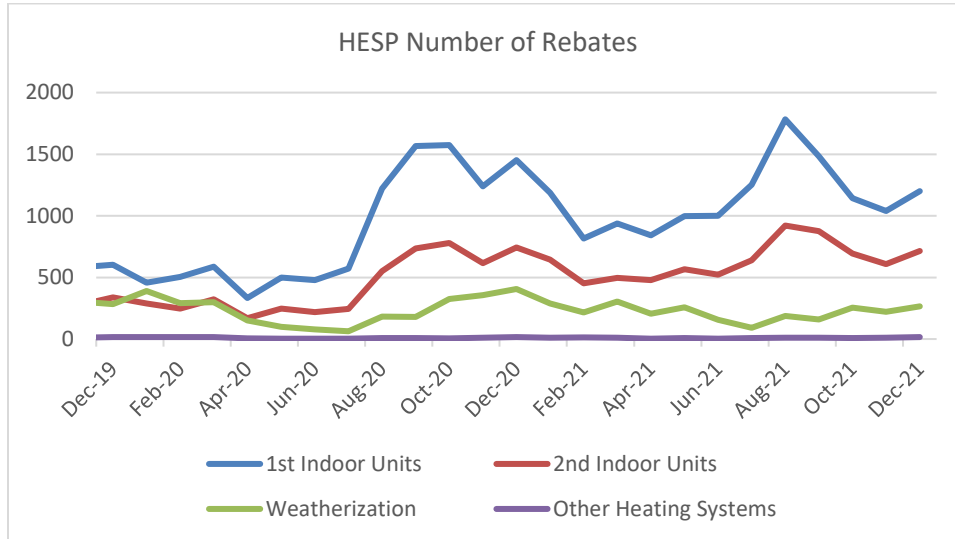
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Project Type (through 12/31)	Projects
Lighting	110
Heat Pump Retrofits	204

D) Home Energy Savings Program (HESP)

- Total quantity of rebates is up 6% fiscal year-to-date (YTD) compared to FY2021.
 - Heat pump rebates are up 9% YTD.
 - Weatherization rebates are down 22% YTD.
- Weatherization
 - Maine’s weatherization capacity was hurt by COVID-19 last year and we now have 19% fewer vendors. Fortunately, improved rebates announced in September (and then again on 1/1/2022) and increased marketing are showing promising signs of a rebound.
 - The program’s statewide insulation marketing campaign is in full swing including Google Display Network graphic ads, Google AdWords search-based text ads, print ads in 22 newspapers and magazines, and on 14 radio stations statewide.
 - Website hits have gone up 77%. The Call Center has seen record call volumes, and contractors report an average backlog of 53 days as they approach what is usually a slow period. Contractors are reporting giving their employees raises and hiring to add capacity.
 - Our contractor support liaison called all weatherization contractors to let them know of the new rebates. This is a new communications channel and it seemed to be impactful.
- Heat Pumps
 - The program’s statewide heat pump marketing campaign was restarted in December using additional funding approved by the Board. This campaign includes digital ads, print ads, radio ads, direct mail and email.

- Technical Field Representatives used virtual tools to inspect 14% of rebated heat pumps compared to a goal of 10% to 15%. Ninety-two 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	\$24,201,547
7/1 to 12/31 Spending	\$9,533,573
Percent of Budget Spent to Date	39%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(12,650,010)	186,789
Thermal Programs	278,383	13,468

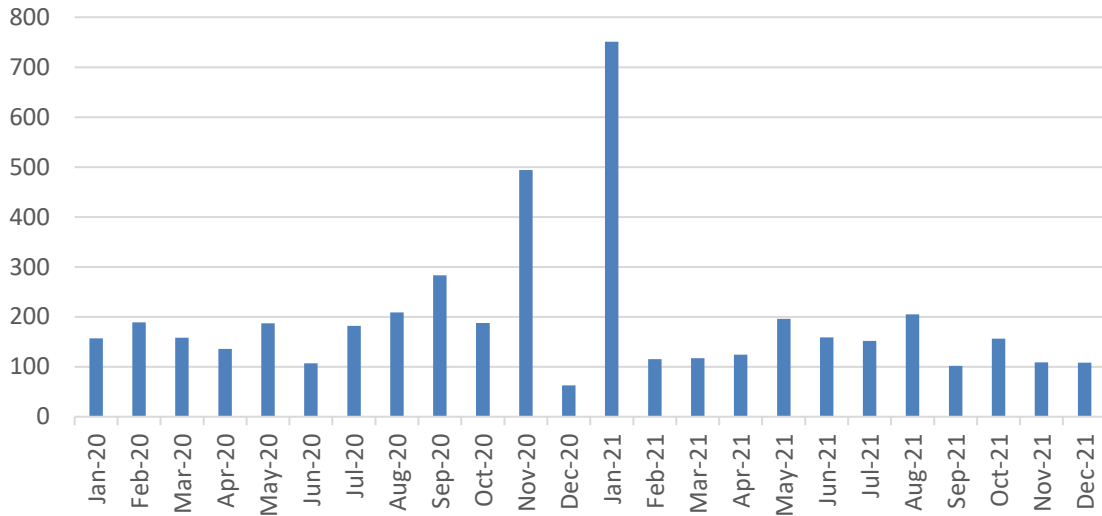
Project Type (through 12/31)	Participating Households
Electric Measures	8,569
All Fuels Measures	713

E) Retail Initiatives Program

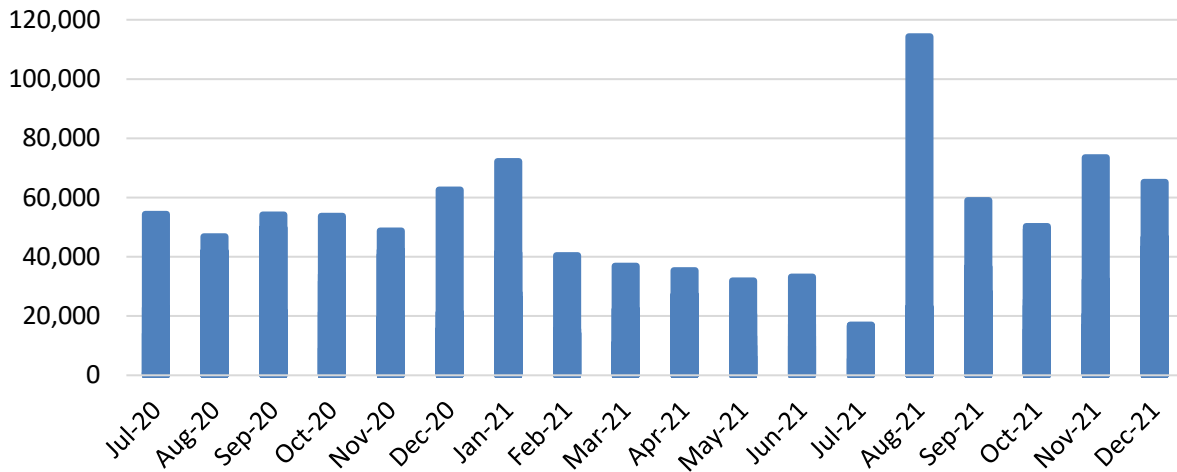
- In the month of December, 108 heat pump water heaters (HPWHs) were rebated through the retail program. The forecast is for 1,115 mail-in units and 500 instant discounted units for the fiscal year.
- On January 1, 2022, the program launched an \$850 heat pump water heater instant discount at Home Depot 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.

- The program team is in discussions with Lowe’s and Home Depot about reducing HPWH prices enough to match electric water heaters.
- The program forecasts rebating 1.6 million LED bulbs in FY2022.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

Monthly Retail HPWH Sales (invoiced)



Monthly Bulb Sales – Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2022 Program Budget	\$8,082,980
7/1 to 12/31 Spending	\$3,514,389
Percent of Budget Spent to Date	43%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	24,859,135	(24,139)
Thermal Programs	-	-

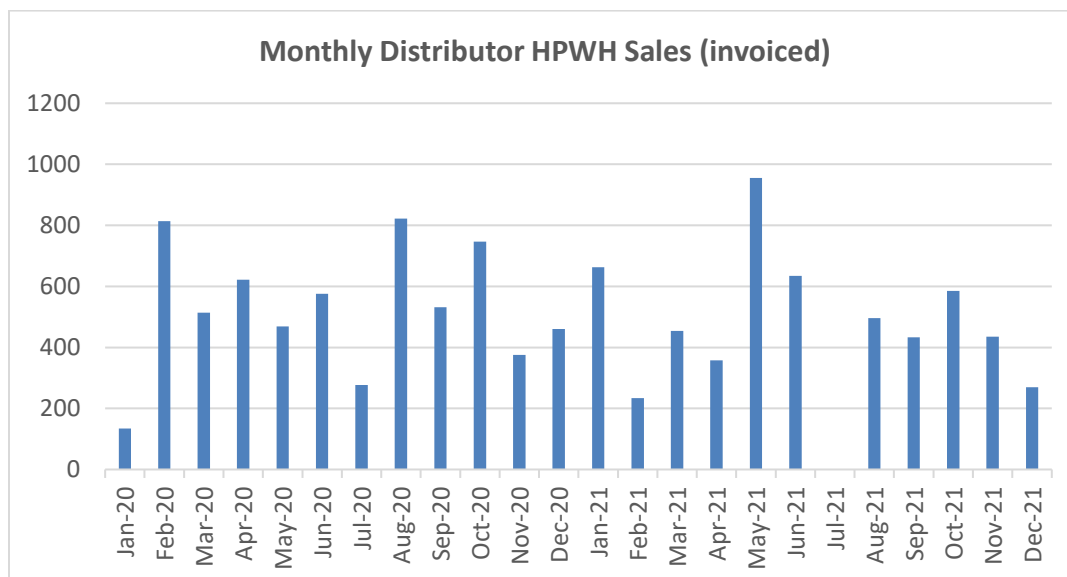
*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 12/31)	Projects
Light Bulbs	748,703
Appliance Rebates	3,438

F) Distributor Initiatives

HVAC and Plumbing

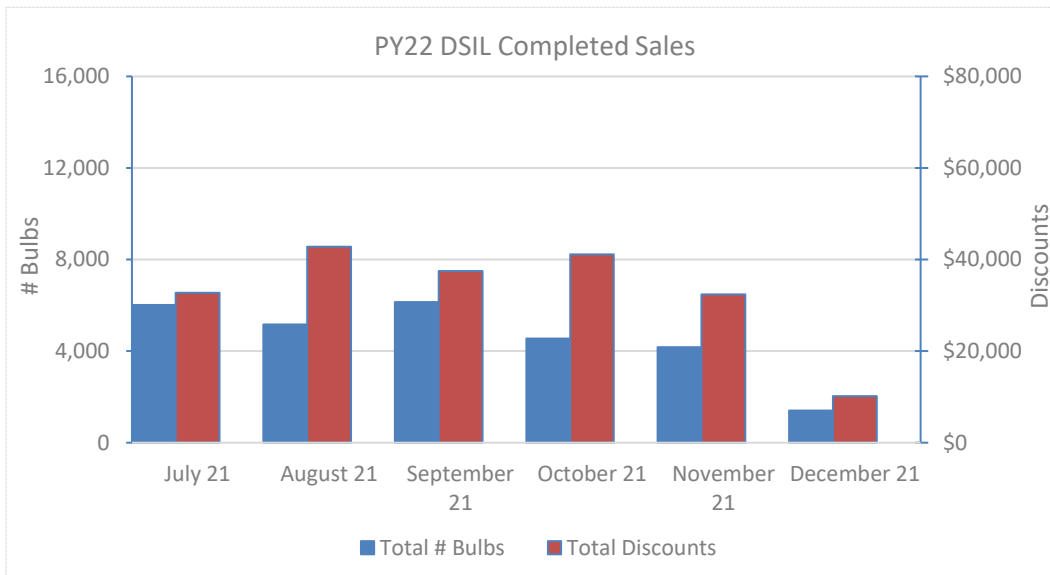
- Granite Group is now offering heat pump water heaters direct to homeowners for \$479 after instant discount. This is a major breakthrough and retailers are taking notice because they are trying to sell HPWHs for \$849 after rebate.
- All Maine distributors of heat pump water heaters (HPWHs) are participating 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.
- Circulator pumps with electronically commutated motor (ECM) technology were 50% of top selling circulator pumps through December. This is 8% more than last year.
- The program launched \$200 natural gas thermostats rebates 11/1/21 and as of the end of December, 52% had been reserved. The program team is forecasting investing 91% of all natural gas funds.



Lighting

- The total volume of lighting sales and discounts paid through the distributor channel year-to-date represent:

- 10% are screw-bulb (9% of discounts paid)
- 90% are mogul and T8, T5, and T5HO linear replacement lamps (91% of discounts paid).
- The lamp types with the highest volume of sales continue to be 4' LED linear replacement lamps (76%) followed by T5HO, T8 U-Bend and PAR38 lamps.
- A T8 Type A Lamp promotion was launched on January 1, 2022 to help encourage the replacement of lamps in T8 fixtures that may not pass the cost effectiveness screening for new fixtures. Customers can purchase two-foot T8 LEDs for \$0.25, four-foot lamps for \$0.50 and four-foot U-bend lamps for \$0.75. The promotion will expire on June 1, 2022 or when funds are exhausted. While smaller sales have yet to be reported by participating distributors for January, we have received multiple larger projects requesting pre-authorization.



Updated Financials	Program Investment
FY2022 Program Budget	\$11,533,485
7/1 to 12/31 Spending	\$2,833,104
Percent of Budget Spent to Date	25%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	4,950,959	9,313
Thermal Programs	-	758

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

Rebate Type (through 12/31)	Units	Projects
Distributor Lighting	32,545	-
Distributor HVAC (Electric)	-	2,252
Distributor HVAC (NG)	-	76

Distributor Hot Water (Electric)	-	2,041
----------------------------------	---	-------

G) Low Income Initiatives

Low Income Direct Mail

- Since July 1, the program has sent 2,028 Do-It-Yourself (DIY) kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners. Beginning 2022, 207,000 new households will receive these offers. We will include our insulation brochure to cross market that offer to any homeowners who fall within our assessed value threshold per county. This mailer will have run its course by late February.

Low Income Heat Pump Water Heater Initiative

- Since July 2021, 284 households have received a new heat pump water heater, installed, at no cost to the customer.
- The program's largest participating distributor increased its costs on HPWH units on January 1 to a level that made the measure non-cost-effective and was removed from the program. The distributor subsequently reconsidered its pricing and was returned to eligibility, but the disruption impacted installers and the pace of installations.

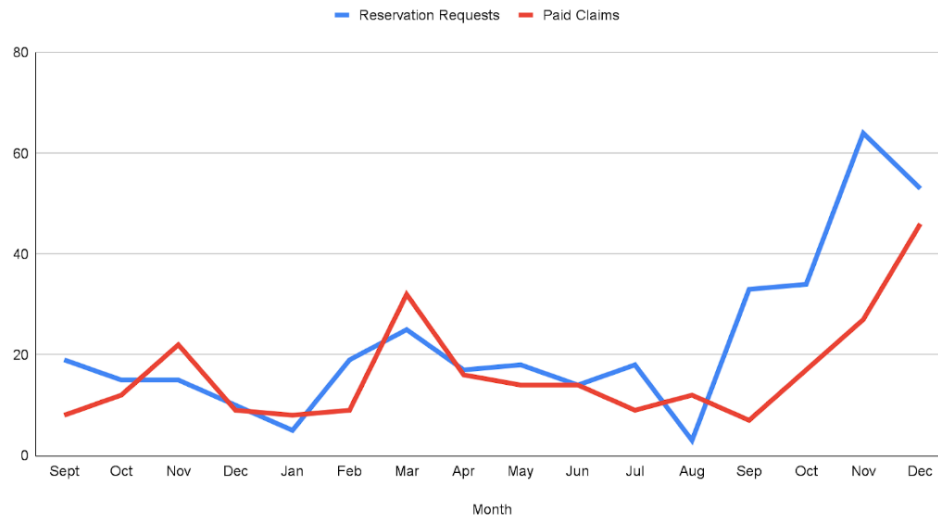
Arrearage Management Program (AMP)

- Since July 1, 2021, the program saw 230 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 enrollees. Outbound calls are made to households that appear to be a good fit for a heat pump water heater installation. Each new enrollee has received an education booklet compiled by Efficiency Maine, which outlines energy saving tips and is mailed directly to a participant's home.

Low and Moderate Income (LMI) Initiative

- Since July 2021, 143 households have completed weatherization projects; 45 projects have been reserved. In early September, the program increased low-and-moderate income insulation rebates to 90% of the project cost, up to \$9,000. The program has begun to see a ramp up in both reservations, and size of the rebate reserved per project. RGGI funds are supporting this work until federal funding from ARPA is received. See the chart below for the trends in weatherization reservations.
- Since July 2021, 719 households have installed heat pumps; 90 projects have been reserved. Heat pump installs are on target to invest 100% of allocated funds by fiscal year end. Much of the activity is away from the coastal towns.

16 Months' Reservation Requests and Paid Claims



Affordable Housing Initiative Pilot

- EMT is supporting two New Construction Affordable Housing projects in FY22. Avesta’s 60-unit Valley Street project and South Portland Development Corporation’s 60-unit Jocelyn Street project is participating. These developers have agreed to modify their baseline and build to Passive House. EMT has benefited from the modelling exercises associated with the application process and will gain a better understanding of actual energy use after the builds are complete.

Low Income Natural Gas

- The “smart thermostat” offer has launched to all interested natural gas customers within eligible LDC territories. Four reimbursements have been paid to date.

Updated Financials	Program Investment
FY2022 Program Budget	\$16,106,053
7/1 to 12/31 Spending	\$2,871,295
Percent of Budget Spent to Date	18%
Percent of Year Passed	50%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,871,295
Committed Pipeline	\$665,250
Total (Expenditures & Committed Pipeline)	\$3,536,545
Percent of Current Budget	22%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,285,266	2,120
Thermal Programs	(1,703,123)	22,355

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

Installations (through 12/31)	Units
Direct Installs	327
Market-based Installs	126

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

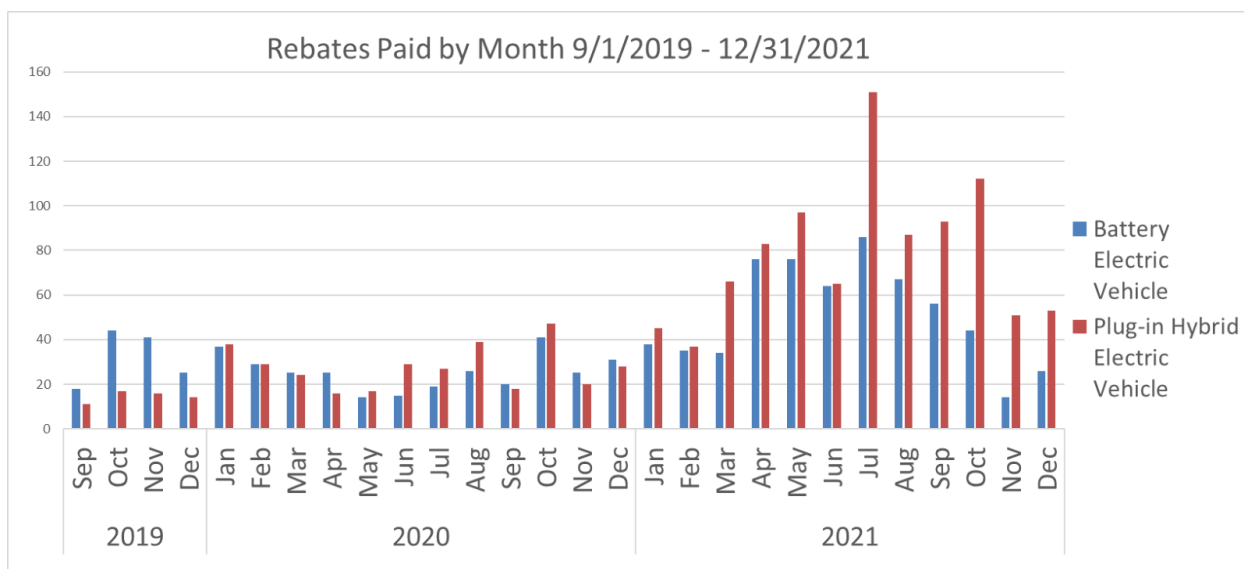
- The program has no new information to report on this initiative this month.

EV Accelerator Rebate Program

- The program issued 79 EV rebates in the month of December. 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 Trust added the Hyundai Ioniq 5 to the list of vehicles eligible for EV rebates, bringing the number of eligible vehicles to 25.

EV Public Information and Outreach

- The Maine Clean Transportation Roadmap was finalized in December (<https://www.maine.gov/future/initiatives/climate/cleantransportation>). The Roadmap outlines policies and strategies that Maine can adopt to reduce greenhouse gas emissions in the transportation sector in line with the targets in Maine’s Climate Action Plan. EMT Staff participated in the steering committee for the Roadmap, providing expertise and data from the Trust’s experience administering incentives for EVs and EV charging infrastructure.
- Following the completion of a video series on the basic elements of EV ownership and charging, staff began production of a second video series focused on considerations for property owners who are considering installing EV chargers for public or workplace use. These videos are part of a consumer engagement pilot program awarded by the Maine Public Utilities Commission (PUC) to support beneficial electrification. A companion guidebook for public charging site hosts is also in production.



Total Rebates By Technology Type (9/1/2019 – 12/31/2021)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,051 (44%)	\$3,110,500 (70%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,330 (56%)	\$1,343,500 (30%)
Total	2,381	\$4,454,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2022 Program Budget	\$4,370,997	\$6,345,645
7/1 to 12/31 Spending	\$195,163	\$1,442,789
Percent of Budget Spent to Date	4%	23%
Percent of Year Passed		50%

J) Strategic Initiatives

- **Innovation**

- Commercial Battery Storage Pilot:
 - Staff have accepted the final report on this pilot prepared by ReVision Energy and will be posting it to the Efficiency Maine website by the end of the month.
- Phase Change Material (PCM) Pilot:
 - Completed winter test demand response (DR) event for Luke’s Lobster and planning a January test DR event with Ducktrap River of Maine.
 - Preliminary analysis of site data from before and after a mechanical and structural issue (unrelated to the pilot) with one of the pilot participants. Data seem to conform to expectations regarding equipment runtime efficiency during active period.
 - Collecting active period data for all pilot sites.
- EV Onboard Charging Management Pilot:
 - Staff awarded RFP EM-006-2022 to FlexCharging and are working to finalize contracts.
- EVSE L2 Charging Management Pilot:
 - The pilot concluded its test year, and contractor DNV is now working to finalize incentive payments and analyze performance data. Staff anticipate a final report by early March.
- Integrated Controls:
 - Controls and metering equipment have been installed for 30 participants. The temperature droop (difference in thermostat setpoints) between the heat pump and central system has been implemented and metering of these participants is underway.
- Whole Home Heat Pump Solutions Pilot:
 - Twelve whole home heat pump installations have been completed, including in the first mobile homes. Seven more installs are scheduled through the first week of February. Early reporting suggests that the heat pumps performed well during the cold weather experienced so far this month.

- **Evaluation, Measurement & Verification**

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

3. Administration and Finance Highlights

A) Administration

- Staff welcomed new hires in the past month:
 - i. Sheldon Perkins, Website, Multimedia, and Marketing Manager
 - ii. Hope Kohtala, Program Assistant
 - iii. Joanna Vollrath, Communications Specialist
- Staff has received formal approval of its “business case” description for the weatherization initiative to be funded by the federal American Recovery Plan Act. Work is ongoing to finalize the business cases for the initiatives to use ARPA funds to improve efficiency in towns and schools, in small businesses, and in industrial facilities detrimentally impacted by the COVID19 pandemic.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of December 2021 was \$60.7 million out of a total expected annual revenue of \$84.5 million. Approximately \$484,000 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 \$1.43 million. The total budgeted revenue for FY2022 is \$105.7 million.

Expenditures

- Total expenditures through the end of November 2021 were \$32.23 million of which approximately:
 - i. \$3.02 million was spent on Administration (excluding interfund transfers)
 - ii. \$159,000 was spent on Public Information
 - iii. \$550,000 was spent on Evaluation work
 - iv. \$423,000 was spent on Innovation Pilots
 - v. \$2.87 million was spent on Low Income Initiatives
 - vi. \$3.51 million was spent on the Retail Initiatives Program
 - vii. \$2.83 million was spent on the Distributor Initiatives Program
 - viii. \$9.53 million was spent through HESP
 - ix. \$4.67 million was spent through the C&I Prescriptive Program
 - x. \$1.71 million was spent on the C&I Custom Program
 - xi. \$1.22 million was spent on the Small Business Initiative
 - xii. \$0 was spent in Inter-Agency Transfers
 - xiii. Another \$65.9 million is encumbered across all budget categories but is not yet spent.

Appendix A
Full List of Press Coverage (plus links)

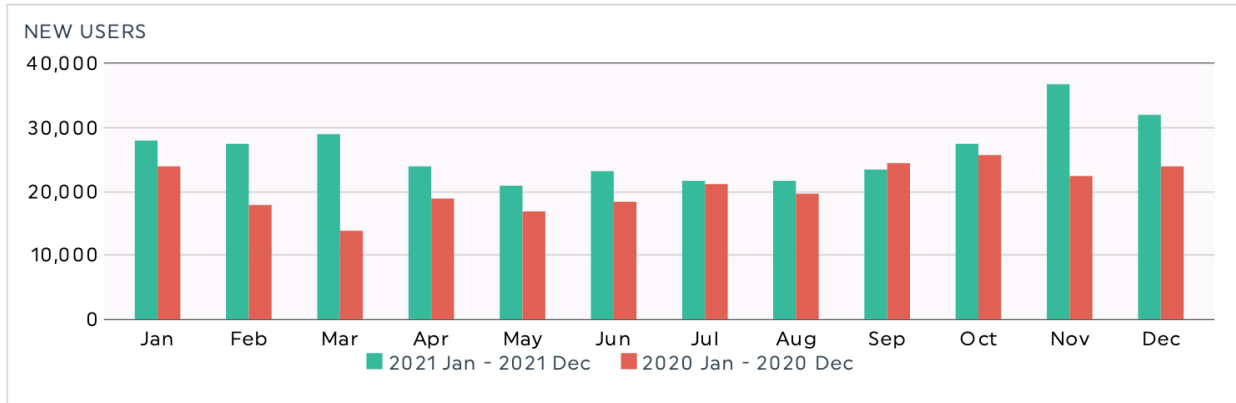
- *Spectrum News* covered on January 18 a webinar sponsored by A Climate To Thrive that shared home energy tips and mentions Efficiency Maine’s weatherization and heat pump rebate programs (<https://spectrumlocalnews.com/me/maine/news/2022/01/18/button-up-your-home-to-cut-emissions-and-costs>). The column also ran in *Bangor Daily News* (<https://bangordailynews.com/2022/01/18/news/3-steps-to-cheaper-comfortable-and-climate-friendly-home-energy/>).
- *Maine Public* examined green building practices in a January 11 segment and article (<https://www.mainepublic.org/show/maine-calling/2022-01-11/green-building-practices-in-maine-and-how-they-help-plan-to-combat-climate-change>).
- *News Center Maine* provided a link to and quotes from Efficiency Maine’s heat pump rebate webpages in a January 10 article that featured tips on how to save energy during bitter cold winter days (<https://www.newscentermaine.com/article/weather/central-maine-power-offers-tips-to-keep-power-bill-low-during-bitter-cold-this-week-weather-chilly/97-f22fe79a-8cce-4729-830c-7fef7247ed4e>).
- *Seacoastonline* cited the Trust’s programs and resources as “an outstanding informational and financial resource” in a January 4 opinion column that encourages York residents to help prevent the effects of climate change (<https://www.seacoastonline.com/story/opinion/columns/2022/01/04/results-york-me-community-survey-climate-change/9081768002/>). In a January 18 column by the same author, the Trust is again referenced as a resource for helping residents interested in contributing to the state’s climate goals (<https://www.seacoastonline.com/story/opinion/columns/2022/01/18/getting-ready-efficiency-maine-brings-home-economic-benefits-too/6554606001/>).
- *Energy News Network* featured in its January 4 issue the Trust’s funding opportunity that aims to help Maine nursing homes upgrade to more energy-efficient heating and cooling systems (<https://energynews.us/2022/01/04/maine-nursing-homes-offered-funding-to-help-filter-viruses-reduce-energy-use/>).
- The *Portland Press Herald* published a story on January 2 that accuses an alliance of oil and gas companies that has called for a moratorium on heat pump rebates of practicing “concern trolling,” which it defines as “self-serving gamesmanship dressed up as empathy” (<https://www.pressherald.com/2022/01/02/the-view-from-here-new-england-oil-dealers-try-some-concerned-trolling/>). The article also appeared in the *Kennebec Journal* and on *CentralMaine.com*.
- The *Bangor Daily News* ran an article on December 29 that outlines what buyers should consider when purchasing an EV (<https://bangordailynews.com/2021/12/29/homestead/what-mainers-should-consider-before-buying-an-electric-vehicle-joam40zk0w/>).
- *Maine Public* discusses what needs to happen in order for the state’s drivers to begin to more widely adopt EVs in a December 27 feature and segment that also highlighted the station’s recent purchase of an EV (<https://www.mainepublic.org/environment-and-outdoors/2021-12-27/what-will-it-take-to-get-more-mainers-driving-electric-vehicles-we-hope-to-find-out-with-our-own-ev>).
- The *Bangor Daily News* ran an opinion piece in its December 27 issue from the Conservation Law Foundation that rebuts the position of an alliance of oil and gas companies that has called for a moratorium on heat pump rebates (<https://bangordailynews.com/2021/12/27/opinion/opinion->

[contributor/dont-blame-heat-pumps-for-concerns-about-this-winters-energy-supply-in-new-england-joam40zk0w/](#)).

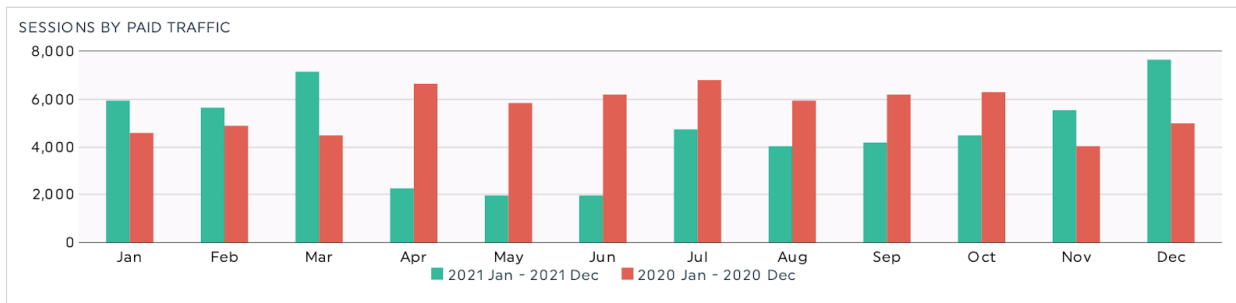
- *Maine Wire* ran an extensive article on the release of the Clean Transportation Roadmap in its December 22 issue and featured the Trust's role in executing the plan (<https://www.themainewire.com/2021/12/new-report-calls-for-gas-and-carbon-taxes-fees-to-help-maine-reach-clean-energy-goals/>).
- *Maine Public* featured the efforts of volunteers to help residents insulate their homes in a December 22 segment and article (<https://www.mainepublic.org/environment-and-outdoors/2021-12-22/drafty-homes-drive-up-energy-bills-maine-volunteers-are-using-a-simple-technique-to-insulate-some-of-them>).
- *Maine Public* examined the impact of climate change on Maine's ski resort business in a December 21 segment and article (<https://www.mainepublic.org/environment-and-outdoors/2021-12-21/adapting-to-a-shortening-winter-maine-ski-areas-are-increasingly-turning-to-snow-making>).
- A column in *The Maine Monitor* by auto dealer Adam Lee discussed the advantages of owning an EV and mentions the Trust's EV rebates as a way to defray the purchase of one (<https://www.themainemonitor.org/adam-lee-electric-vehicles-are-on-the-way-with-plenty-of-advantages/>).
- A *WABI-5* segment featured the efforts of Mount Desert Island's "A Climate to Thrive" program to help homeowners weatherize their houses this winter. The organization's interim executive director mentions Efficiency Maine's "incredible rebates" as another resource for residents (<https://www.wabi.tv/2021/12/13/weatherize-mdi-program-returns-mount-desert-island/>).
- *Boston.com* highlighted Efficiency Maine's support for enhancements to Sugarloaf's snowmaking system in a December 15 New England ski and snowboard guide that reports that the resort is making strides toward reaching its goal of a net-zero carbon footprint by 2030 by working with Efficiency Maine (<https://www.boston.com/travel/travel/2021/12/15/new-england-ski-snowboard-planning-guide/>).

Appendix B Additional Website Metrics

Below is a chart representing new users to Efficiencymaine.com YTD in comparison with the prior 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
/	8,157
/category/news/	3,588
/at-home/heating-cost-comparison/	3,483
/at-home/water-heating-solutions/heat-pump-water-...	2,511
/about-heat-pumps/	1,981
/ev/	1,930
/home-insulation/	1,923
/heat-pump-user-tips/	1,860
/heat-pumps/	1,615
/at-home/ductless-heat-pumps/	1,560

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	5,008
/at-home/heating-cost-comparison/	2,802
/heat-pump-user-tips/	1,600
/heat-pumps/	1,301
/at-home/ductless-heat-pumps/	1,153
/electric-vehicle-rebates/	606
/at-home/water-heating-cost-comparison/	566
/at-home/	558
/at-home/water-heating-solutions/heat-pump-water-...	307
/at-home/energy-loans/	289

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

